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JUST FOR YOU...

Recent moves of offices...and instant writing course...keeping top staffs in touch...more retirements..."Inside's..." mailing methods...some more people talk...and a little nonsense make up "Inside's..." inside this issue.

* * *

NIAGA DELIOF

We got a call the other day from an avid "Inside..." reader noting that he had used the proofreading tip offered a couple of issues ago. He tried it on "Inside..." and found that our writing read no better backward than forward. (Oh well...)

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Byron Schumaker, photography chief for GPA, says "we've gotten it together!"

He's talking about the recent move of his office and the photo library from the fifth floor of the Administration building into space with the photo lab in the South building.

PHOTO DIV. MOVES...
ALL IN SOUTH BLDG.

Byron's office and the color slide files can now be entered at 4407-S. Black and white files are in 4423-S and the photo lab office remains same as always, 4425-S. All phone numbers remain the same. Main number: (202) 447-6633.

The move will allow more contact between people who work with the technical aspects of photography and those who use pictures as an information tool. (Besides, we needed the space in the Administration building!)

From now on, the new facilities will provide a common place where folks can get new photos from the division, get new prints from old negatives, get pix released to the media, and get slide presentations produced and marketed. We hope the atmosphere will be better all around for continued picture research and exchange of ideas.

So...drop by. Byron and crew will welcome you.

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WRITE RIGHT

Professor Joe Marks, Univ. of Missouri, recently sent us a copy of his new booklet, "Instant Writing Course." He wrote it for county agents and specialists, students who aren't majoring in communication, and amateur publicists who want to get something into the media.

Joe says you can get a copy for a buck. Write 206 Whitten, Univ. of Missouri, Columbia 65211.

* * *

A retirement slipped by most of us a couple of weeks ago... that of Wilbur Jennings, REA information director.

JENNINGS RETIRES

Wilbur, with long-time newspaper and wire service experience, had joined REA in 1964 and became information director in 1970.

He's a native of Fredericksburg, Va., and plans to remain in the D.C. metropolitan area at least until June. Then, rumor has it that he might move to Florida, where some years ago he worked for Associated Press.

Lou Granados is acting REA information director.

* * *

And, after 37 years of federal service, William (Billy) E. Ladson, FS printing officer, has retired.

AND SO DOES LADSON

Bill Hamilton, FS publications chief, says Forest Service folks are going to miss hearing, "Printing, Ladson," when they telephone for printing help.

Ladson joined the staff of the Forest Service in 1958 as printing assistant...he had started his career with GPO as a junior messenger, worked his way up to a monotype casterman and later to progress clerk at the Ag Control Desk. While at GPO, he processed work relating to Smokey Bear.

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"Inside..." continues to get queries from folks wanting to be on the mailing list. Some folks are not information people, so we've written them suggesting that they borrow copies from their information staffers...in most cases.

HOW YOU GET
"INSIDE..."

All of which prompts an explanation of our mailings.

When we can, we mail to individuals, by name and office. In other cases, where staffs are quite large, agency directors have offered to receive a bulk mailing and then distribute copies to their staff members. Nearly all land-grant information folks get their copies that way...except states with area information specialists that we know about.

If you want to get the letter direct, give us a call or write Hal Taylor, GPA, and we'll fix you up.

* * *

HOW OTHERS
GET THE WORD

Everyone wants the latest dope these days. Here, that gets to be serious business when it's a Secretary, Assistant Secretary, or Administrator who's asking.

Some agencies have rather extensive clipping operations...enlisting field staff...publishing a booklet of clippings daily. Or

they have a staff member or two summarize major happenings daily, weekly, or maybe only when things need reporting.

GPA's press division has just started AG a.m. for the Secretary and staffs of the assistant secretaries. Barry Jenkins gets a two-page summary made up by 8:30 each morning and on desks. (No, you can't get it regularly...but Barry might send you a sample if you ask.)

* * *

A while back we mentioned the new buzzword, burnout...sent to us by Herb Pownall, Univ. of Wyoming. We promised more on the subject.

HOLD IT! DON'T
BURNOUT.

Burnout, related to concepts of time and time management, has three stages to it: emotional and physical exhaustion; negative, cynical, dehumanized attitudes about people and one's own self; and disgust and further depression.

A non-expert might simply call it going off one's rocker.

Some folks think it's an outgrowth of future shock--that distress coming from an overload of stimulation. In the latest parlance, burnout is job related.

Keys to avoiding burnout include finding someone to talk to that you can trust and who will listen; making sure there's a balance between personal, family, and work time; leaving your job at work...don't take it home or take it to a bar.

People don't get burnout who feel that their job is right for them and important to them; provides them with growth potential; allows them to negotiate expectations and needs; and recognizes them as individuals. Pownall's expert tells him that folks without burnout are more productive and creative...and committed to their work and their organization.

Let's hear it for creative people!

* * *

Nelson Fitton, GPA publications chief, sends word from GPO that printing papers are once again in short supply. Longer and longer delivery times are being quoted. Some grades, if at all available, command premiums if needed for immediate use. This is a nationwide situation...since GPO uses contractors everywhere.

PAPER, PAPER...
WHERE'S THE PAPER?

GPO cites several reasons...demand outrunning capacity; rate of growth for printed products greater than rate of growth for papermaking capacity; strikes here and there--with labor forces out for as long as three months. Some speculators also have bought up odd lots and have held them for premium prices...and some panic buying over the past year.

Industry leaders look for no relief before June. Coated papers will be hard to get through October. Eighty and 100 pound offset

probably will be the hardest book papers to get in the next six months.

Jimmy Payne, GPO, says ways to beat the situation are: try to use stock sizes; stay within page counts divisible by eight; allow plenty of lead time for procurements; give yourself lots of options--kinds and weights of paper, trim sizes, colored ink in lieu of colored paper, taking partial quantities; and keep proof hold time to a minimum. More will come to agency printers and publications folks shortly.

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PERIODICAL POKING
PROGRESSES...

The special committee or task force has started examining the 26 periodicals in USDA, according to Mason Miller, chairman of the group. He's from SEA-CR, you remember, and is on detail to GPA for the survey.

Helping Mase are Jim McMahon, ASCS; Stan Prochaska, AMS; Noland Kegley, FmHA; and Jim Parks, APHIS. In addition to studying the periodicals themselves, the committee is holding "hearings" with the magazine staffs.

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PROCUREMENT SECTION
FEDERAL GOVERNMENT PRINTING OFFICE

Mase says the group hopes to finish its review and report, complete with recommendations, by mid-February.

Nine agencies are involved in the review: SEA, SCS, FNS, FSQS, FAS, ESCS, FS, AMS, and GPA. Purpose of the study is to see what needs to be done to make USDA periodicals the best possible as a part of our USDA information program.

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TIDBITS...

...visual regs

Other tidbits include word that the Department's visual regulations probably will be issued by the time you receive this... also probably there will be a series of meetings in D.C. to make sure everyone understands what we're facing from now on.

...design manual

And...David Sutton, GPA design chief, figures the design manual he's been working on for some time soon will be issued. It's under review right now...more dope about that later.

...FOIA report

Finally...agency Freedom of Information Officers are pulling together their material for the Department's report, due to Congress by March 1. This year, Congress has asked for a list of all statutes that must be observed under the exemption three that allows material to be withheld because some law says information can't be released.

It's long been GPA's urging that the best way to avoid many problems with FOI is simply to give the information asked for. But...we win some and we lose some!